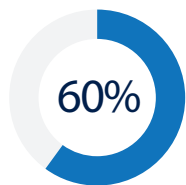
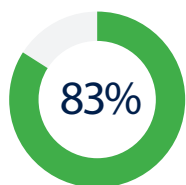


Digital Transformation: The Board's View

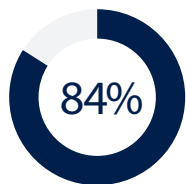
Digitalization will be critical to success in 2021 and beyond, so we asked 188 public company directors to give us an overview of the opportunities and challenges they're discussing in the boardroom. Here's some of what they said.



Board members who say their organization is lagging digital leaders in their progress

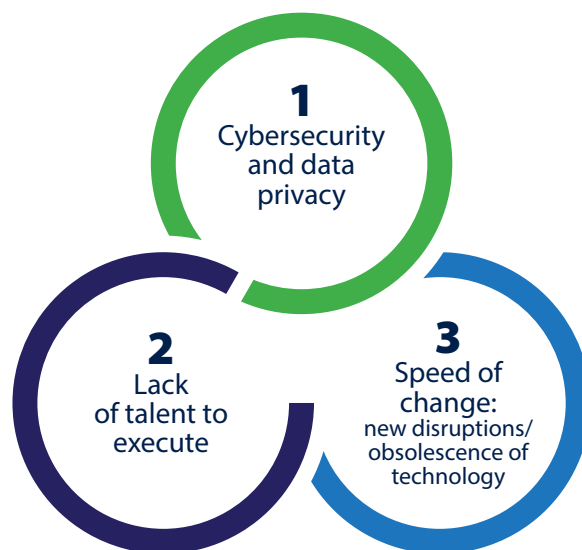


Boards that have been increasingly integrating digital transformation into their strategic discussions over the past two years



Directors who say "Improving customer experience" is the primary business objective for pursuing digital technologies

Top 3 risks associated with operationalizing digital transformation



Technologies directors deem most important to their organization's success



1

Data analytics



2

Artificial intelligence



3

Machine learning



4

Robotics and automation



Directors list **talent** as the main barrier to their company's digital transformation



1/3 directors say the **COVID-19 pandemic** accelerated their company's digital transformation

"The board's role is to continuously support and push [digital transformation], as this is a key element to create value and distinguish the company from competitors."

—Ieda Gomes Yell, Non-Executive Director U.S. and International Companies and Survey Respondent